



## PUBLIC WORKS DEPARTMENT

# CONTRACT FOR DE LA GUERRA PLAZA PRELIMINARY DESIGN AND DE LA GUERRA PLAZA REVITALIZATION PUBLIC OUTREACH UPDATE

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March 26, 2019

# Today's Presentation

- Approve an Amendment to RRM contract in the amount of \$199,040 for architectural and design services for DLG Plaza;
- Discuss next steps and schedule; and
- Receive an update on DLG Plaza public outreach

## Recent History

- Measure C – November 2017
- Council directed staff to pursue DLGPR Project January 15, 2019
- Project Objective: facilitate existing and potential uses (Old Spanish Days and Farmers Market) to activate the Plaza
- Project Objective: improve infrastructure, utilities and aesthetics, to facilitate additional uses and activate the Plaza

# Proposed Project Elements

- *Create a level plaza*
  - *Includes De La Guerra Street between State and Anacapa and Storke Placita*
- *Size will accommodate civic uses, as well as Old Spanish Days and Farmers Market*
- *City Hall parking lot during events*
- *Activate an under-utilized space*

# RRM Contract Amendment for Concept

- RFQ published January 15, 2019, for design services;
- Interviews held in February with six firms;
- Panel of interdepartmental City staff unanimously selected RRM (excellent, relevant plaza experience 100+ projects in Santa Barbara and 300+ place-making projects);
- Initial contract for \$12,100 awarded to RRM March 5 to support public outreach; and
- Approve an amendment to RRM Contract in the amount of \$199,040 for architectural and design services for DLG Plaza

# RRM Contract – Current to Dec 2019

- Cultural landscape study
- Utility coordination and constraints plan of site
- Preliminary schematic design
- Additional stakeholder meetings
- Draft and final concept plan
- Preliminary cost estimate
- Design development

## Next Steps

- DLGPR Subcommittee Meetings
  - *Two members each of*
    - City Council: Councilmembers Dominguez and Sneddon
    - Historic Landmarks Commission: Commissioners Drury and Veyna
    - Parks and Recreation Commission: Commissioners Longstreet and Perry
    - Planning Commission: Commissioners Jordan and Wiscomb
  - *April 10, 24, May 23, June 5*
  - *Subcommittee meetings are open, publicly noticed, Room 15 City Hall*

## Next Steps

- Publish summary of outreach
- RRM creating the following:
  - *Constraints Map, Utility Map, Preliminary Concept Plan using public input data*
- Design and development review public meetings
  - HLC
  - Planning Commission
  - City Council



# Summary of Public Outreach

- Summary of trends by Suzanne Elledge of SEPPS

# Public Outreach

- **Stakeholder Meetings** (ongoing since January)
  - Individuals
  - Businesses around the Plaza
  - Organizations
- **Community Workshop** (Saturday, March 9<sup>th</sup>)



# Public Outreach

## Baseline for all Discussions:

- *Dedicated as 'Public Square' in 1853*
- *Plaza and surrounding buildings as Historic resource*
- *Long history of community uses*
- *Other recent attempts to improve*

## Basic concept for Revitalization:

*To create level Plaza including Storke Placita and De la Guerra Street*





# Public Outreach - Primary Topics

## Uses and Activities

*Past, Present, and Potential*

## Design

*Historic Resources, Functionality, Aesthetics, Landscape, Art*

## Infrastructure

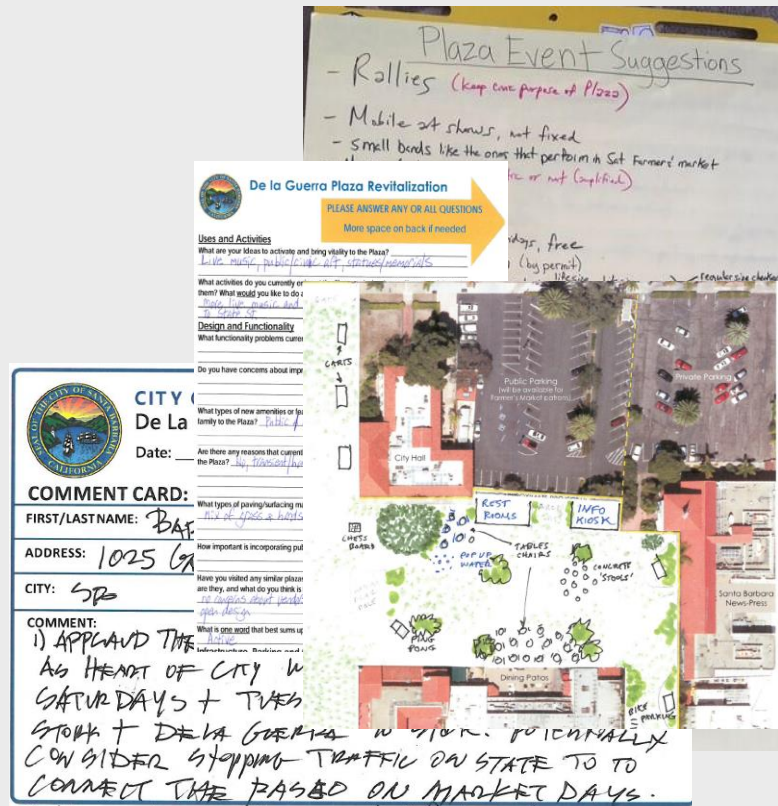
*Surface Material, Utilities, Lighting, Facilities*

## Parking, Circulation and Access

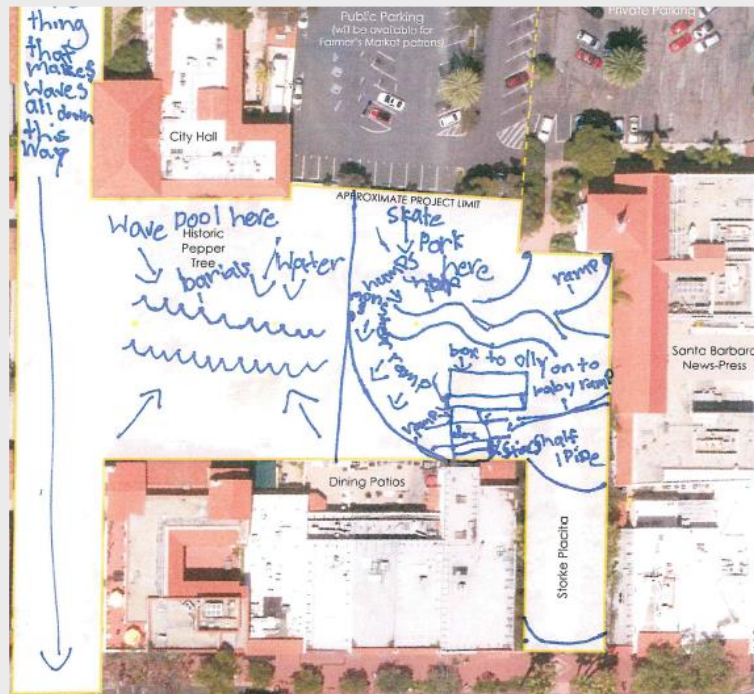
# Public Outreach

## Hundreds of Comments to Inform Revitalization Effort

- Meeting Notes
- Comment Cards
- Survey/Questionnaire
- Marked-up Plaza Exhibits
- Flip Charts
- Facilitator Notes



# William's Vision (8-yrs old)...





# Public Outreach

## General Consensus- all Groups:

- *Excitement and support for Plaza Revitalization*
- *Many creative improvement ideas for Plaza design*
- *Many suggestions for additional community uses and activities*
- *Respect for historic resources*
- *Desire to bring locals “back downtown” to activate the Plaza*

# Public Outreach- Primary Public Concerns

- **City needs to better maintain the beauty, safety and function of the Plaza**
- **Emphasis on activities that will draw locals rather than prioritizing tourists**
- **Protect historic resources in and around the Plaza**
- **Maintain civic and community uses with introduction of Farmers Market and other potential new uses**



# Public Outreach- Primary Concerns of Businesses around Plaza

## Maintain Customer Convenience with respect to Parking and Access

*Strong preference to maintain existing parking and access*

## Disruption during Construction

*Request to be informed well in advance re construction schedule, and that there be good signage about businesses remaining open, and visible access to businesses*



# Public Outreach

## Uses and Activities:

- Maintain civic uses (rallies, marches etc.)
  - Concerts (music of all types and dance)
  - Outdoor meeting place
  - Coffee and Food carts
    - Kid's activities
    - Family activities
    - Senior activities
      - Games
- And many more...

## Design:

- Create flexible space
  - Benches
  - Shade trees
- Café tables and chairs
- Art (SB Timeline Mosaic, Exhibits,
- Restaurants facing plaza
- Consolidate trash and recycling; make attractive
- Use landscaping to soften the Plaza

## Infrastructure:

- Permeable hardscape vs. lawn
  - Stage
- Electricity and water for event sponsors
  - Restrooms
  - Lighting
  - Free Wi-Fi
- Storage for event sponsors

## Parking, Circulation, Access:

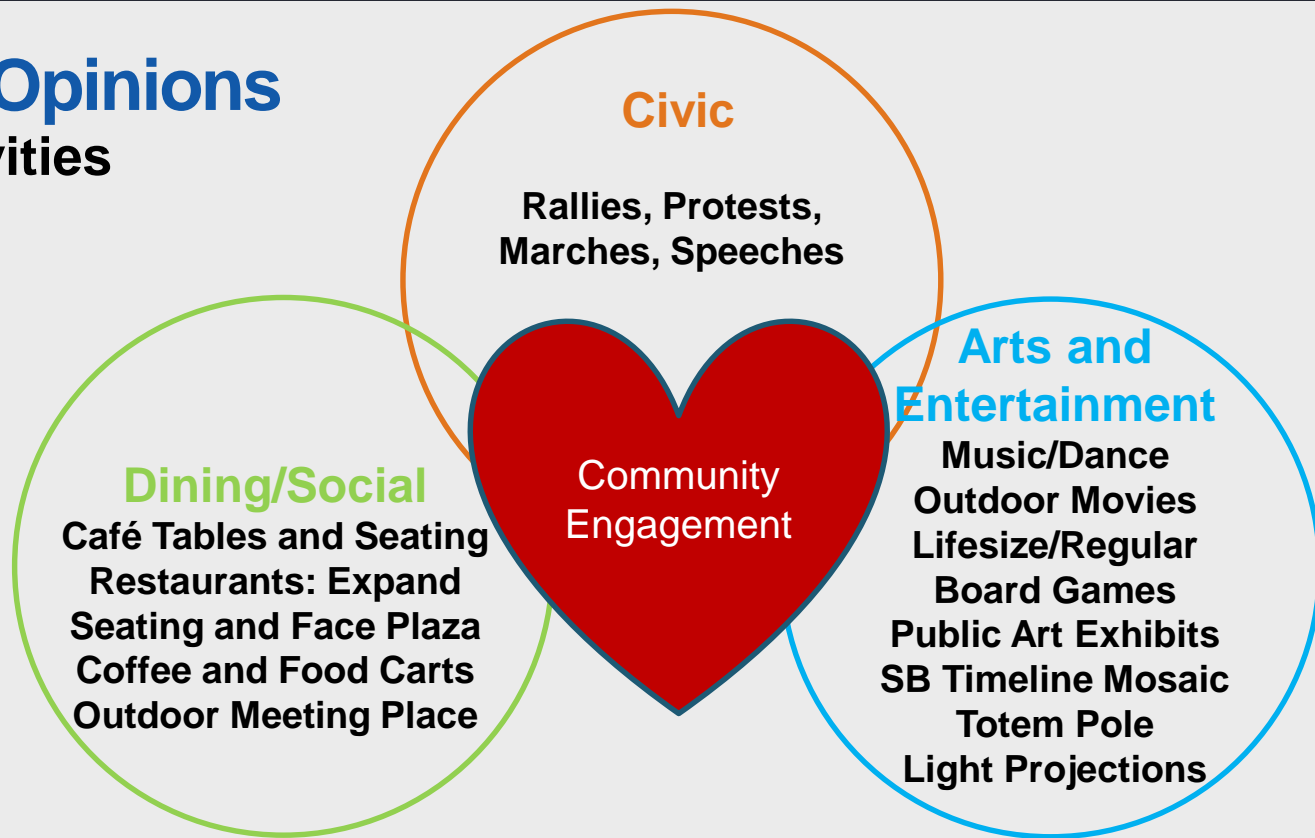
- Full access vs. restricted access
- Need sufficient parking for all Plaza users
- Need more ADA parking
- Make Plaza universally accessible



# Passionate Opinions

## Uses and Activities

*Impressive list  
of potential  
activities and  
uses identified  
by the  
community  
and desire to  
appeal to all  
age groups*



## Passionate Opinions

### Parking and Circulation

**Maintain Existing  
Access/Parking**

**Make Plaza  
Pedestrian-Only**



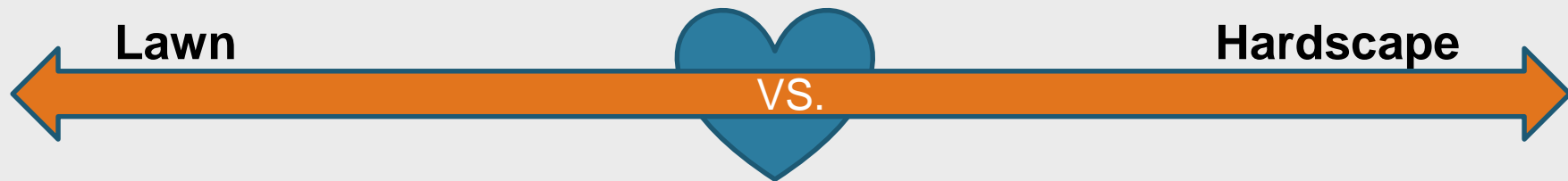
VS.

***Local businesses around Plaza strongly prefer parking and circulation to be maintained in the Plaza***

***Majority of citizens prefer to eliminate or restrict parking and circulation in Plaza (exceptions made for deliveries, trash/recycling, emergency vehicles)***

## Passionate Opinions

Plaza Surface



***A few strong opinions that lawn should be retained***

***Majority of citizens preferred permeable paving with  
landscape, trees, planters and  
possibly a small amount of lawn***

## Plaza Described in 'One Word'



# Website

[santabarbaraca.gov/dlgplaza](https://santabarbaraca.gov/dlgplaza)

Subscribe Online  
Provide Comments

## Staff Recommendations

- Approve an amendment to RRM Contract 21900195 in the amount of \$199,040; and
- Approve the funding recommendations in the Staff Report